

BRAND REGISTRATION APPLICATION INSTRUCTIONS

Pursuant to N.J.S.A. 33:1-2 and N.J.A.C. 13:2-33, every alcoholic beverage product must be brand registered with the Division of Alcoholic Beverage Control before it is sold in the State of New Jersey. Multiple products of the same type of alcohol (beer, wine or distilled spirits) may be listed on one brand registration application. Repeat vintage wines of the same brand are not required to be registered and are not subject to the Brand Registration fee. There is a non-refundable registration fee of \$23.00 per product.

Brand registration applications must be received by the Licensing Bureau by the fourteenth day of the month if a New Jersey licensed wholesaler wishes to place the new product on its Current Price List which is due at the Division by 5:00 p.m. on the fifteenth day of each month. Please allow approximately three weeks' mailing and processing time when submitting your company's package.

For clarification purposes and in the absence of receiving a federal label approval, the Division requests that all information on brand registration applications be typed. If your company is unable to do so, please print legibly. Failure to comply will result in the rejection of your application(s).

Below are specific instructions for completion of the application:

Filing status: Please indicate in the approximate box whether you are filing as brand owner or authorized agent. If you are filing as an authorized agent of the brand owner, you must have in your possession a letter of appointment from the brand owner authorizing your company to register brands in New Jersey.

Brand Registrant: All information must be completed.

Classification: Up to 10 products may be listed of the same type of alcohol (beer, wine or distilled spirits) on each application. Please indicate in the appropriate box the proper classification (only one type) of those brands to be registered. For malt alcoholic beverages (with the exception of malt coolers and cider products) deposit information may appear on a label sold in New Jersey only if the brand registrant submits a certification statement that the total of all shipments from the brewery for the past full or part calendar year in New Jersey did not exceed 3,000 barrels of 31 fluid gallon capacity or the container equivalent.

Questions on T.T.B. label approval and authorization letter: If the registrant fails to answer or responds to the questions in the negative, the Brand Registration application will not be processed by the Division. T.T.B. label approvals or Letters of Authorization do not have to be sent to the Division, however, the Division will expect that upon demand all registrants produce this documentation immediately.

Products: For each product listed, type or print the brand name as it appears on the Certificate of Label Approval issued by the T.T.B.

Designated Distributors: List all licensed wholesalers who will be selling the products in New Jersey with their corresponding license numbers. Please do not list any "24" class licenses since these are additional warehouse locations and do not have a NJ sales privilege. If a distributor has multiple licenses under different trade names, all license numbers must be disclosed on the application. If you have a New Jersey wholesale license and wish to distribute these products, please include your license name and number in this area.

Certification Statement: Since the Certificate of Label Approval and authorization letter are no longer required to be filed with your new brand registration applications, brand registrants must certify that both of these documents can be produced within forty-eight hours of any request by this Division.

Signature: Only the President, Vice-President, Chief Executive, Legal Counsel or duly authorized agent of the brand registrant will be considered as an authorized signator. Please print the name of the signator above the signature. The Division cannot accept any brand registration requests unless they have been signed.

If you have any questions concerning brand registration, please call (609) 984-2371.